



HOW TO DEVELOP UTAH'S HERITAGE TOURISM

One of the most important reasons people travel is to experience someone else's landscape, heritage and way of life. Identified by the travel industry as the cultural heritage tourist, this growing segment of the traveling public offers many opportunities to local communities in terms of developing the local economy while perpetuating local lifestyles and quality of life.

**** FOR ASSISTANCE,
CONTACT THE
FOLK ARTS PROGRAM
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CREATE A LOCAL TEAM

The most successful Heritage Tourism initiatives bring together people and resources from all parts of the community—business (Chambers of Commerce, artisans, lodging, food and outfitting services), all levels of government (elected officials, economic development offices, state and federal parks, federal land managements agencies) and non-profit organizations (arts councils, historical societies, event organizers, museums).

CONDUCT A SURVEY**

In order to identify what aspects of local culture should be shared with visitors, you need to identify and evaluate local traditions, activities and resources. This involves identifying both tangible sites like events and attractions AND intangible aspects of community life including traditional food, crafts, performances, stories, etc.

DEVELOP A PROFILE AND THEME

Using information gathered during your survey, identify the typical, defining aspects of local life, both tangible and intangible, that could/should be shared and would be of interest to visitors. Combining those aspects, articulate a theme, or themes that can help you describe and market your local culture to outsiders.

DEVELOP AND MARKET LOCAL EXPERIENCES AND PRODUCTS

Quality experiences and products reflect local heritage and culture either historically or contemporarily. They must be *authentic*—reflect local resources, culture, traditions, tastes and activities; be *sustainable*—activities or products that have always been enjoyed or made by many community members; represent the *highest quality*—be something community members are proud to share; and *tell a story* that reflects and illuminates local lifestyle and values .

VISIT the DED/DCC WEBSITE at <http://www.utah.com/culture>

Discover information about existing programs, opportunities and technical assistance within state government that relates to cultural heritage tourism as well as information about the network of nationally designated Heritage Areas.